

Application No. 10/790,892

Atty Docket No. CLAR 1065-1

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent & Trademark Office at Facsimile No. (571) 273-8300 on March 7, 2007.

Lynne M. Milliot
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Jeffrey A. McFadden et al.

Application No. 10/790,892

Confirmation No. 2681

Filed: March 2, 2004

Title: **OPTIMIZATION OF ADVERTISING
CAMPAIGNS ON COMPUTER
NETWORKS**

Group Art Unit: 3621

Examiner: Not yet assigned

CUSTOMER NO.: 61081

**POWER OF ATTORNEY BY ASSIGNEE TO EXCLUSION OF INVENTOR
UNDER 37 C.F.R. § 3.71 WITH REVOCATION OF PRIOR POWERS**

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The undersigned ASSIGNEE of the entire interest in the above-identified application hereby appoints:

The attorneys and agents associated with **Customer No. 61081**

to prosecute this application/patent and transact all business in the United States Patent and Trademark Office in connection therewith and hereby revokes all prior powers of attorney; said appointment to be to the exclusion of the inventors and the inventors' attorneys in accordance with the provisions of 37 C.F.R. §3.71.

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The following evidentiary documents establish a chain of title from the original owner to the Assignee:

- a copy of an Assignment attached hereto, which Assignment has been (or is herewith) forwarded to the Patent and Trademark Office for recording; or
- X the Assignment recorded on 03/02/2004 at Reel 015045, Frame 0618.

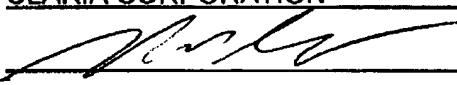
Pursuant to 37 C.F.R. § 3.73(b) the undersigned Assignee hereby states that evidentiary documents have been reviewed and hereby certifies that, to the best of Assignee's knowledge and belief, title is in the identified ASSIGNEE.

Direct all telephone calls to Joseph E. Root at (650) 712-0340.

Address all correspondence to:

Customer Number 61081

Joseph E. Root
HAYNES BEFFEL & WOLFELD LLP
P.O. Box 366
Half Moon Bay, CA 94019
Telephone: (650) 712-0340
Facsimile: (650) 712-0263

Date: 2-21-07ASSIGNEE: CLARIA CORPORATIONSignature: Name: Richard J. GrayTitle: Sr. Vice President, General Counsel
& Chief Privacy Officer